

MODEL PROGRAM**AT&T's \$250,000 Grant Gives A Boost To 'Bold' Education Project In The West**

The Western Governors U., a program initiated by the Western Governors' Assn. in 1995, will develop one of the most ambitious and extensive distance learning systems in the country with a \$250,000 grant from the AT&T Foundation.

The new entity will act as a broker for traditional and nontraditional educational providers from universities to corporations that train employees for specific skills. Competency-based degrees and certificates also will be awarded through the program.

A pilot program is expected to start later this year with brokering courses scheduled for early 1998. There also are plans to offer a competency-based associate of arts degree and workplace certification for an electronic manufacturing technician.

Once it begins offering software and certifications, the university's operating funds will come primarily from tuition and fees.

Colorado Gov. Romer (D) and Utah Gov. Leavitt (R) are co-chairs for the 13-state board of trustees. Each participating governor pledges \$100,000 to launch the venture, which seeks start-up funds from corporations and foundations.

AT&T contributes largest corporate donation

AT&T's contribution is the largest corporate donation, according to the funder.

"AT&T is committed to supporting projects that benefit education and serve the needs of the public," says Rick Bailey, the company's law and government affairs vice president. "The Western Governors U. is clearly such a project. It's a bold, 'break the mold' approach to higher education in Western states, and we're very excited to be a part of it."

The Western Governors U. is an example of AT&T Foundation's support of private higher education.

There is no deadline for applications. However, grant-seekers should submit a letter of intent and proposal. Board meetings are held in March, June, September and December.

Info: Karen Deike, Western Governors U., 303/623-9378; Sarah Duisik, AT&T, 303/298-6343.

GRANT TIPS**Don't Overlook Rich Individuals As Prospective Funding Givers**

By CD Publications Staff—If you are mainly relying on government, foundation and corporate gifts, you are overlooking the largest pool of prospective givers.

More than 80% of charitable contributions to nonprofits come from individuals. Today, many experts advise organizations to boost their contributions from individuals since government and foundation funds are getting harder to obtain.

To begin your search, first realize you aren't necessarily going after billionaires or maybe not even millionaires. Concentrate on the moderately rich—there are more of them.

Of course, moderately wealthy people are less visible and more difficult to identify. But once you have found them, they are often more accessible because they are less shielded by staff, business managers and lawyers.

The moderately rich also are less likely to be moving in the fast lane. Thus, they are more interested in giving to programs in their communities.

Check out the usual places for prospects

Searching for prospects begins in the usual places, such as *Who's Who in America*, regional and community *Who's Who* listings, magazine indexes, business journals and local society and celebrity directories.

Moreover, use your neighborhood library to scan directories of local professionals, such as medical specialists, attorneys, architects and consultants. These individuals often have high enough incomes and assets to give large sums, even if they don't consider themselves wealthy.

What's more, a vast number of moderately rich made their fortunes in real estate. This is a big plus for prospect shoppers because it makes these prospects fairly easy to research.

For instance, you can simply drive around town looking at names of developers and contractors at new construction sites for leads. Or, you could use Lusk Real Estate Directories at your library to learn the value and owners' names of lots in your home town.

City assessment records provide more clues.

Besides real estate, the stock market is another avenue to

wealth for the moderately rich. Again, much public information is available on stock ownership obtainable through your local library and on-line computer services.

Genealogical research may also turn up prospects who married into money. In addition, tracking a family tree might reveal individuals who inherit wealth but don't use the family name.

Sometimes your search can yield pleasant surprises. For instance, you might discover the spouse of an affluent person sits on the board of an organization closely affiliated with yours. This could be enough of a connection to solicit a donation.

Remember: don't aim too high. Set your sights on individuals who probably aren't approached as often as the filthy rich.—M.K.

Fundraising Ideas That Work!

Discover new techniques in nonprofit fundraising.
\$169/12 monthly issues

**Call 1-800-666-6380 to start your
trial subscription now.**

Mention code D168 when calling.

New Software Helps School Districts Track, Manage Spending

A new software program enables school districts track spending, save money and better allocate existing resources to help improve educational quality.

InSite: The Financial Analysis Model for Education, jointly developed by the U.S. Chamber of Commerce and Coopers & Lybrand, analyzes expenditures in detail by function, program, grade level or location, giving administrators and taxpayers in-depth, private sector-like management information reports at the touch of a finger, Coopers & Lybrand officials say.

South Carolina and Rhode Island have adopted *InSite* for use statewide after intensive tests in seven and 10 local school districts, respectively. Other states with school systems that have tested the new software are Arkansas, Georgia, Illinois, Iowa, Maryland, Nebraska, Texas and Utah.

Info: Frank Coleman or Thomas Love at the U.S. Chamber of Commerce, 202/463-5682.

GRANTS UPDATES

Grants Updates lists upcoming application deadlines for funding announcements in previous AFE issues. Grants are listed by agencies and companies/nonprofit organizations.

AmeriCorps

AmeriCorps State program grants, National program grants and Indian Tribes and U.S. Territories program grants (AFE 2/23p8). Deadline: April 15. Info: 202/606-5000, ext. 125.

Centers for Disease Control and Prevention

Inmate Partner Violence Prevention Research (AFE 2/23p8). Deadline: April 22. Info: 404/642-6792.
Intervention Studies for Construction Safety and Health (AFE 2/23p8). Deadline: May 14. Info: 404/332-4361.

Dept. of Agriculture

Fund for Rural America (AFE 2/11p12). Deadline: March 24 for planning grant applications; April 28 for standard grant applications. Info: 202/403-1761.
Funds for research projects and conferences in 1997, Cooperative State Research Services (AFE 10/23p8). Deadline: Varies by priority. Info: 202/401-3048.

Dept. of Commerce

Telecommunications and Information Infrastructure Assistance Program (AFE 1/28p5). Deadline: March 27. Info: 202/482-2048.
Firm Research Grants, National Institute of Standards and Technology (AFE 1/28p7). Deadline: Sept. 30. Info: 301/973-6854.

Dept. of Defense

Fourth Annual Competition for Grants to U.S. Institutions of Higher Education: 1997-98, National Security Education Program (AFE 1/28p6). Deadline: April 18. Info: 703/696-1991.

Dept. of Education

Comprehensive School Grants (AFE 1/28p6). Deadline: March 21. Info: 202/205-9839, 202/205-5716 or 202/205-5709.
Establishment of Evidence-Based Practice Centers (AFE 1/28p6). Deadline: March 24. Info: 301/594-1445, ext. 1172.
National Assessment of Educational Progress, Secondary Analysis Program (AFE 1/28p9). Deadline: March 24. Info: 202/219-2061.
Technology Literacy Challenge Fund (AFE 2/23p12). Deadline: March 31. Info: 202/401-1964.
State Student Incentive Grant Program (AFE 1/14p8). Deadline: March 31. Info: 202/708-4607.
Partnership Training Program (AFE 2/11p10). Deadline: April 4. Info: 202/205-9561.
Rehabilitation Continuing Education Program (AFE 2/11p10). Deadline: April 4. Info: 404/331-0530.
Bilingual Education—Systemwide Improvement Grants (AFE 1/28p5). Deadline: April 4. Info: 202/205-5568, 202/205-5426 or 202/205-530.
The Native Hawaiian Curriculum Development, Teacher Training and Recruitment Program (AFE 2/23p11). Deadline: April 7. Info: 202/205-2502.
Partnership Training, Technical Assistance (AFE 2/23p7). Deadline: April 11. Info: 202/205-9561.
Vocational services to American Indians with Disabilities Who Live on Federal or State Reservations (AFE 12/24p10). Deadline: May 12. Info: 202/205-8494.
Fund for the Improvement of Postsecondary Education—Special Focus Competition: Higher Education Collaboration Between the United States and the European Community (AFE 2/11p11). Deadline: May 16. Info: 202/708-5750.
Endowment Challenge Grant Program (AFE 8/27p5). Deadline: June 16. Info: 202/708-8839.
Desegregation of Public Education: Assistance Center (AFE 2/28p5). Deadline: To be determined. Info: Adell S. Washington, 202/260-2495.